

## ORDER



**Orders**  
**Order / Rev:** 712298 - 2  
**Alt Order #:** 6308099  
**Product Desc:** JOHN THRASHER CAMP  
**Estimate:** 443  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 09/07/12 / 10/03/12  
**Order Type:** Political

## WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Thrasher For Senate  
**Demographic:** A35+  
**Product Codes:** PL-State/Local  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:** 08/07/10  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	32	\$16,520.00	\$14,042.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$16,520.00	\$14,042.00	0.00
<b>Totals</b>	<b>32</b>	<b>\$16,520.00</b>	<b>\$14,042.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	37%	\$16,520.00
Market	100%	\$44,648.65

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$892.97
WCWJ	0%	\$0.00
WJXT	26%	\$11,608.65
WJXX	4%	\$1,785.95
WTEV	31%	\$13,841.08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/02/12	10/04/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	- T- T- - -	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- T- T- - -		2				\$425.00		0.00			
2	WTLV	10/03/12	10/05/12	Today Show M-F 7-9am (8:00 AM-9:00 AM)	CM	7a-9a	- - WTF- -	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- - WTF- -		3				\$400.00		0.00			
3	WTLV	10/02/12	10/04/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	- TWT- - -	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWT- - -		3				\$275.00		0.00			



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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTLV	10/04/12	10/04/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	---T---	:30	2	\$525.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		2				\$525.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/01/12-10/07/12		M-F 730-8p		M-F 7:30p-8p	---Th----	:30		<del>(\$525.00)</del>		0.00	NM		
		See MG 6.3,6.4 [NA/Oversold] at order													
2	WTLV	10/01/12-10/07/12		M-F 730-8p		M-F 7:30p-8p	---Th----	:30		<del>(\$525.00)</del>		0.00	NM		
		See MG 6.3,6.4 [NA/Oversold] at order													
3	WTLV	10/01/12-10/07/12		M-F 730-8p		M-F 7:30p-8p	-T-Th----	:30		\$1,200.00		0.00	NM		
		Ⓜ MG for 6.1,6.2 [raised rate]													
4	WTLV	10/01/12-10/07/12		M-F 730-8p		M-F 7:30p-8p	-T-Th----	:30		\$1,200.00		0.00	NM		
		Ⓜ MG for 6.1,6.2 [raised rate]													
7	WTLV	10/02/12	10/07/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-TW--S	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TW--S		3				\$400.00		0.00			
8	WTLV	10/05/12	10/05/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1				\$550.00		0.00			
9	WTLV	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$180.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/01/12-10/07/12		SAT TDY		7a-8a	-----Sa--	:30		<del>(\$180.00)</del>		0.00	NM		
		See MG 9.2 [NA/Oversold] at order													
2	WTLV	10/01/12-10/07/12		SAT TDY		7a-8a	-----Sa--	:30		\$180.00		0.00	NM		
		Ⓜ MG for 9.1 10/06													
10	WTLV	10/06/12	10/06/12	Sat Prime A Sat Prime A	CM	Sat 8p-9p	-----S-	:30	1	\$225.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$225.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/01/12-10/07/12		Sat Prime A		Sat 8p-9p	-----Sa--	:30		<del>(\$225.00)</del>		0.00	NM		
		Credited													
11	WTLV	10/07/12	10/07/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1				\$160.00		0.00			
12	WTLV	10/07/12	10/07/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1				\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/01/12-10/07/12		Meet the Press		9a-10a	-----Su	:30		<del>(\$400.00)</del>		0.00	NM		
		See MG 12.2 [NA/Oversold] at order													
2	WTLV	10/01/12-10/07/12		Meet the Press		9a-10a	-----Su	:30		\$400.00		0.00	NM		
		Ⓜ MG for 12.1 10/07													
13	WTLV	10/07/12	10/07/12	Sun 12x-1x FCN on Point / Chris Matthews	CM	Sun 12a-1a	-----S	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1				\$30.00		0.00			

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Estimate:	443

**WTLV-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	WTLV	10/07/12	10/07/12	Sun 12x-1x FCN on Point / Chris Matthews	CM	Sun 12a-1a	-----S	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1				\$30.00		0.00			
14	WTLV	10/08/12	10/08/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	M-----	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/08/12-10/14/12		M-F 6-7a		6a-7a	(6:30 AM-7:00 AM)-----	:30		<del>(\$425.00)</del>		0.00	NM		
		See MG 14.2 [NA/Oversold] at order													
2	WTLV	10/02/12-10/05/12		M-F 6-7a		6a-7a	(6:30 AM-7:00 AM)TWTh-----	:30		\$425.00		0.00	NM		
		Ⓜ MG for 14.1 10/08													
15	WTLV	10/08/12	10/08/12	Today Show M-F 7-9am	CM	7a-9a	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$400.00		0.00			
16	WTLV	10/08/12	10/08/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$275.00		0.00			
17	WTLV	10/08/12	10/08/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$450.00		0.00			
18	WTLV	10/08/12	10/08/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/08/12-10/14/12		M-F 7-730p		M-F 7p-7:30p	M-----	:30		<del>(\$450.00)</del>		0.00	NM		
		See MG 18.2 [NA/Oversold] at order													
2	WTLV	10/08/12-10/14/12		M-F 7-730p		M-F 7p-7:30p	M-----	:30		\$1,000.00		0.00	NM		
		Ⓜ MG for 18.1 10/08 [raised rate]													
19	WTLV	10/08/12	10/08/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-----	:30	1	\$525.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$525.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/08/12-10/14/12		M-F 730-8p		M-F 7:30p-8p	M-----	:30		<del>(\$525.00)</del>		0.00	NM		
		See MG 19.2 [NA/Oversold] at order													
2	WTLV	10/08/12-10/14/12		M-F 730-8p		M-F 7:30p-8p	M-----	:30		\$1,200.00		0.00	NM		
		Ⓜ MG for 19.1 10/08 [raised rate]													
20	WTLV	10/08/12	10/08/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$400.00		0.00			
21	WTLV	10/06/12	10/06/12	Notre Dame Football Notre Dame Football	CM	Sat. various	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$225.00		0.00			
Totals														32	\$16,520.00